



2011 Outreach Plan for Women and Minority Business Enterprises

EXECUTIVE SUMMARY

Legislative Requirement

This plan is provided pursuant to SMC 20.42.060, which requires that “[e]ach Contract awarding authority shall adopt a plan, developed in consultation with the Director, to afford Women and Minority Businesses the maximum practicable opportunity to directly and meaningfully participate on City Contracts.” The Seattle Ethics and Elections Commission is an independent agency, not subject to the Mayor’s Executive Orders.

Mission

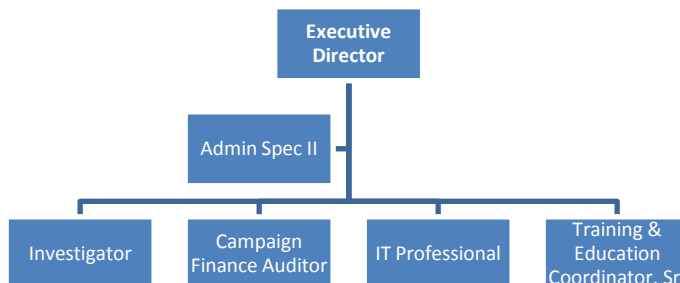
The SEEC encourages and promotes equal opportunities for Women and Minority Business Enterprises (WMBE). The following Outreach plan details the SEEC’s ongoing efforts to foster diversity among the agency’s consultants and vendors.

ACTION PLAN

I. Nature of Our Business Operation

The SEEC is a seven-member citizen body that interprets, administers and enforces the Seattle Ethics and Elections Codes, Lobbying Code, and Election Pamphlet Code and Whistleblower Protection Code. To carry out its work, the SEEC engages in a variety of activity, including: (i) investigating alleged violations of the Ethics and Elections Codes; (ii) issuing advisory opinions and promulgating administrative rules and regulations; and (iii) conducting hearings. The SEEC also produces the Seattle portion of the Voters’ Pamphlets, and coordinates production and distribution of Video Voters’ Guides.

The SEEC is staffed by 4 full-time and 2 part-time employees.



II. Nature of the SEEC's Purchases

Almost 85 percent of the SEEC's 2011 budget is allocated for Personnel Services, leaving approximately \$106,000 for other services. Table 1 details the 2011 budget for office supplies, as well as those other services for which the agency's budget exceeds \$1,000.

Table 1: Budget for Other Services	
Description	Budget
Voters' Pamphlet	\$ 96,430
Services – Consultants, Professional and Technical	\$ 3,000
Rentals – Data Processing Equipment	\$ 2,750
Software Purchases	\$ 1,200
Office Supplies	\$ 600

Items A through E detail the SEEC's spending, and include a brief analysis of where there may be an opportunity for outreach to WMBE firms.

A. Voters' Pamphlet

Almost 91 percent of the SEEC's non-personnel services budget is allocated to the production, printing, and distribution of Voters' Pamphlets. English and Chinese language voters' pamphlets are produced, printed and distributed through an Interagency Agreement with King County. That interagency agreement does not provide the SEEC authority to decide vendors for printing and distribution of the English and Chinese language pamphlets.

Seattle Municipal Code 2.14.080 provides that the SEEC shall prepare and distribute a copy of the voters' pamphlet in Spanish. Historically, translation, production and distribution of the Spanish language pamphlet is an opportunity for outreach to minority and women owned businesses, and for the last several years the work has been performed by a Hispanic woman.

B. Consultant Services- Professional, and Technical Services

The SEEC does not use the services of consultants on a regular basis. If a need for these services presents itself, staff will continue use the City's vendor resource tools, and will solicit participation from WMBE vendors.

C. Rentals – Data Processing Equipment

The SEEC has a long-term contract with IKON under which the agency rents its photocopier. There is no opportunity to solicit WMBE bids for this service.

D. Software Purchases

The Department of Information Technology (DoIT) purchases software for the SEEC. There is no opportunity for outreach to minority and women owned businesses.

E. Office Supplies

The SEEC uses the blanket contracts to purchase office supplies. Current vendors include Keeney's, Complete Office Solutions, Evergreen Computer Products, and Office Depot. The SEEC views these purchases as an opportunity for outreach to minority and women owned businesses, and virtually all of the SEEC's office supplies are purchased through Keeney's.

III. Types of Contracts

As detailed above, the bulk of the non-personnel expenses for the SEEC are allocated to production of the Voters' Pamphlets, which are produced, printed and distributed through an Interagency Agreement. The SEEC utilizes current City of Seattle blanket contracts for procurement of goods and services.

IV. Goals

The SEEC will continue to use the City's vendor and contractor resource tools to identify potential vendors, and will continue to encourage and promote equal opportunities for women and minority business enterprises.

V. Staff Development/General Outreach

Staff development will include participation in citywide training and any other informational exchanges that provide SEEC staff with the tools to make more informed purchasing and contracting decisions. Staff will develop relationships with WMBE firms and provide feedback to the WMBE firms the agency utilizes.

General outreach will consist of identifying workshops, vendor fairs, events, forums, and any other event that provides opportunities for the SEEC to engage with WMBE vendors. Staff will be focused on attending events that provide SEEC with optimum exposure and opportunities to meet the objectives of the Outreach Plan.

VI. Tracking and Monitoring

WMBE utilization will be monitored by the Executive Director.

VII. Communication Strategy

The Executive Director will communicate to staff the agency's commitment to this Outreach Plan, and will work to raise awareness and reaffirm the SEEC's commitment to this Outreach Plan on an ongoing basis.